

xje *///*

ELECTRONIC MEMORY CELL

Self-Contained, 4-Channel (One Hr.) Voice Recorder





RICHARD A. JASPER: The man who first introduced Memocord to American executives now brings you the vastly improved XJE IV! A dynamic, irrepressible executive himself, Mr. Jasper has perhaps done more than any other man alive to help business and professional men do their jobs faster, easier and better. Millions of dollars worth of Jasper's "how to" books, self-help programs, efficiency systems and executive aids are now in use. Solid evidence of his impact on the lives of overbusy Americans.

A PERSONAL NOTE OF ASSURANCE...

Suppose you could carry in your pocket a tiny, unobtrusive, unerring, always-remembering, never-forgetting "extra brain" which would store up all those vitally important dollars-and-sense details for instant retrieval — wouldn't it revolutionize your work habits? Wouldn't it lighten your load? Increase your productivity? Give you an important edge on competition? Actually make you worth more in terms of RESULTS?

Answer "Yes!" and you've at least some idea of just how much the XJE IV Memory Cell can be worth to you! To your company, too! But how can it be? Scarcely 12 ounces of instrumentation that fit in the palm of your hand . . . completely self contained, no accessories needed . . . IS IT REALLY POSSIBLE?

Yes indeed . . . thanks to the spectacular advances in miniaturization demanded by our Space Age technology. Employing these precision techniques, the renowned Viktor Stuzzi Radio-technische Fabrik in Vienna, Austria has developed this most superlative of all pocket voice recorders. THESE MEMOCORDS, BY THE TENS OF THOUSANDS, HAVE GIVEN EXCELLENT SERVICE, EVEN UNDER EXTREME CONDITIONS, IN EVERY REMOTE CORNER OF THE WORLD.

In the frigid artic . . . in steaming African jungles . . . in jet aircraft soaring at altitudes of seven miles or more . . . in submarines probing at still-classified depths . . . in jostling cities and smoky factory towns . . . in vast wastelands and arid deserts . . . the XJE IV has proven itself the unrivaled leader in durable, dependable performance. Precision solid state circuitry, coupled with the typical Austrian compulsion for perfection, has made the MEMOCORD name synonymous with both long endurance and chronometer-like accuracy.

In special tests, XJE IV's were literally pounded to pieces — yet even when the instrument's high-impact housing was ultimately smashed, the components continued to perform without interruption. Some product shakedowns reveal exceptional qualities which even the creators of the XJE IV can hardly believe. Scores of MEMOCORD owners report similar incidents of "emergency endurance." This remarkable record of service, plus the unusual warranty and service policy, should reassure you of the XJE IV's long, useful, knock-resistant life — an astonishing little device which should still be performing its memory magic — quietly, dependably, surely — ten or twenty years from the day you first possess it. But there's only one decisive way for you to find out for yourself . . . try it!

Yours sincerely,

Richard A. Jasper



A vest-pocket "memory" that pays for itself many times over.

Completely self-contained: no external speakers, wires or microphone needed.

Used and applauded all over the world.

Are You Ready to Own This Tiny Electronic Memory Cell That Swept Through European Business Circles To Become the Prime Status Symbol Of Top Executives?

WHY NOT? The XJE IV, at long last, is within the reach of many (if not most) U.S. executives. The price — about \$100 not too long ago — is now reduced to only \$79.95. And, the world-respected Viktor Stuzzi MEMOCORD unit (*the original pocket voice recorder*) is now BETTER-PERFORMING, EASIER-OPERATING, MORE RUGGEDLY-DURABLE THAN EVER BEFORE.

Best of all, you can now TRY THIS REVOLUTIONARY "MEMORY CELL" FREE, before you even consider buying it.

Only a trifle larger than a pack of cigarettes, the XJE IV is a completely self-contained "thinking dynamo" — just a whisper away from your most important, most profitable thoughts and idea. How many times have you forgotten something that would have made you money? Or would have prevented you from losing money?

How often have you *wished* you had verbatim notes on this or that meeting or business conference? What executive hasn't had to live through the tangled nightmare of some costly, confusing *misunderstanding* — which could have been prevented if adequate records of who said what (when, where and how) were available? When was the last time you "lost" an opportunity simply because you had no convenient way to record its concept and anatomy? Who hasn't suddenly come up with "the answer" — while driving along an express highway at 60 mph? And lost it by the time the next stop rolled around?

Why didn't you save time by phoning long distance for that list of specifications — too long to "take down"? No sir, not if you own an XJE IV. (Yes, it comes complete with its own super-sensitive *induction telephone mike* which picks up both ends of any phone conversation!)

"SECRET WEAPON" IN YOUR ARSENAL OF SUCCESS

Andrew Carnegie, the steel multi-millionaire, was once advised to "list" everything that needed doing, every day, and then to set about getting things done in

DON'T CONFUSE
THE XJE IV
WITH PALE
IMITATIONS . . .
or even earlier
Memocord models

As you might suspect, dozens of *imitators* have flooded the market with XJE IV-type machines which bear only a superficial resemblance to the celebrated *original MEMOCORD*. One "cheapy", for example, sports a fancy cabinet, impressive dials — and a non-acoustically-insulated internal microphone which plays back every slight motor noise with ear-splitting fidelity. Another *something-CORD* — even the name is deceiving — doesn't even have a self-contained mike — and no speed control, a must for playback convenience and maximum fidelity. Are there *any* other worthwhile instruments? Yes, of course. But selling for four or five times the XJE IV's low price!

order of their importance — carrying over undone tasks, adding new ones, periodically evaluating his progress toward a pre-determined goal. This simple system, said Carnegie, allowed him to be more productive, more *directional* (and therefore more successful) than his toughest competitors. Imagine what old Andrew could have done with an XJE IV. *Memory Cell!*

A recent university study of alumni who succeeded in business, in professional work, in government, revealed that the *major* common denominator of "money success" was the knack of "organizing" information so that (1) it didn't have to clutter up busy thought channels, and (2) it could be retrieved immediately. Following a close second was the ability to *communicate facts and ideas* accurately, quickly, simply, to associates and especially subordinates.

In realistic terms of career advancement and income escalation, don't you owe it to yourself and your family to *at least try* the MEMOCORD XJE IV.

It could be your "secret weapon" of SUCCESS!

The machine 'THAT COULDN'T BE BUILT' — not for less than \$300

That's what electronics firms all over the world thought when Austria's Stuzzi first released production plans for its voice-quality, self-contained pocket recorder priced at "around \$100." (Note: the price has dropped even lower, now \$79.95). The announcement created a storm in the industry, including one abortive attempt to smuggle a production model of the MEMOCORD out of the Stuzzi engineering compound. Reportedly, more than a few pre-release date orders came from manufacturers and suppliers directly or indirectly engaged in the production of competing devices. One firm seemingly redesigned the case of its tape device to look like the MEMOCORD and went into stepped up production in an attempt to hit the market at the same time. All such efforts however, have only succeeded in *proving* that the machine couldn't be built, for less than \$300, by anyone, that is, except the world-renowned Stuzzi firm!

Self-locking Tape Guide Retainer
Tape Guide
Rear Cover Retaining Slot
No. 1 Tangential Erasing Head
Tape-Head Assembly Wire Retainer
Pivoted Channel-Selector
Unitized Recording/Playback/Erase Assembly
Precision Record-Reproduce MicroHead and Pressure Contactor
Idle Pivot
No. 2 Erasing Head
Dual Playback-Rewind Assembly
Multi-Directional Pivot Mechanism
Self-locking Tape Guide Retainer
Tape Guide
Rigid Drive Arm
Micro Volume Control (can not be seen)
Reel Platform

Amplifier "C" Retainer #1
Built-In Microphone-Speaker Connections
Switch Assembly
Tape-Head Assembly Wire Retainer
Micro Volume Control
Printed Circuit Board
Thrust Washer
Flywheel — Capstan Shaft
Flywheel "C" Retainer
Flywheel Assembly
Rubber Motor Mount Sleeve

Removable Access Shroud
Built-In Microphone-Speaker-Headphone Input-Output Jack; (cannot be seen)
Instant-Rewind Engagement Mechanism
Playback Pushbutton (White)
No. 1 Reel Shaft and Bearing Assembly
Dual Safety-Interlock Recording Control; Power ON-OFF
Upper & Lower Capstans
Permanently Lubricated Reel Drive Mechanism
Record and Release Pushbutton (Red)
Reel Retaining Spring
Reel Platform
Flexible Drive Shaft
Threaded Back Plate Retainer
Amplifier Power Contact Plate & Terminals
Capstan Shaft Assembly
Reel Cap

Rapid Rewind Override
Amplifier Battery Strap
Upper & Lower Capstans
Solid State Circuitry Showing
1. One of the Transistors
2. Resistors 3. Capacitor
Amplifier Battery
Amplifier "C" Retainer #2
Rubber Motor Driver Ring (cannot be seen)
Speed Control Assembly
Switch Assembly
Variable Speed Control Assembly
Isolated Amplifier Battery Compartment
Infinite Speed Regulator
Foot Control or Remote Control Jack
Insulated Motor Battery Compartment
Motor Battery 1.5 Volt

A TAPE RECORDER WITH A CLUTCH AND GEAR SHIFT?

Yes, that's the secret of MEMOCORD's extra-small size and extra-long, one-hour recording capacity. The XJE IV's fingertip-operated shift creates four separate channels on conventional recording tape — lets you go on dictating for one full hour on tape which, if used single track, would need replacing after only 15 minutes. This four-channel feature means tinier reels easier tape indexing, and more recording time. *Without a clutch and gear shift, a recorder would have to be as big as a looseleaf notebook to equal MEMOCORD's one-hour recording capacity.*

Precision DC MicroMotor
Cushioned, Permanently Lubricated

Actual size: 3" by
4½" by 1½",
weighs less than 12 oz.

Cabinet ruggedly built
of metal and
high-tensile synthetics.

How Many Practical Ways Can the XJE IV Make (or Save) You Money (or Time)?



"Minutes" of every business meeting: have a complete and accurate (and instantly-available) transcript of every conference or staff meeting at no cost or trouble to you or your company! MEMOCORD frees you from taking notes, lets you stay constantly alert.



Keep watch on Wall Street: maintain a daily record of the closing prices of stocks you want to follow. In fact, MEMOCORD is the perfect diary for any purpose: expense account records, tax-deductible transactions, purchases and disbursements, etc.



Tape interviews and statements on the spot, record dialogs with job applicants for later "side-by-side" comparison on the same reel. Have a permanent record of claims interviews, eye witness accounts, depositions, accident reports, interrogations.



Here's how other busy executives are making their MEMOCORDS pay off:

Pocket reminder: not much bigger than a memo pad, the MEMOCORD is a no-trouble way to "write" notes to yourself about myriads of details you can't afford to overlook. Record things as you think of them... it's as easy as talking to yourself!

Record seminars and conferences, unnoticed, and without taking notes. Have a complete text-on-tape of the important information imparted by every speaker. MEMOCORD is so compact and easy to use that students will find it's like bringing an extra set of brains to the classroom.



Collective bargaining tool: it's an indispensable aid in labor-management negotiations, an inconspicuous witness to every proposal and counter-proposal, an unbiased "observer" which will relate every word said with complete accuracy.

Public Speaking
Employee Training
Sleep-Learning
Noise-Abatement Study
Complaint Register
"Brainstorming" Record
Public Hearings
Social Work
Investigations



Be two places at once: solve those meeting conflicts by sending MEMOCORD and an assistant to a meeting you can't attend, have a complete playback at hand at your convenience. Record radio broadcasts, TV audio, too.

Audio Procedural Checklist
Engineering Study
Testimonial Recorder
Programs Salesmen
Medical Records
Counselling Transcripts
Foreign Language Study
"Live" Reporting
Remedial Speech Work



A first class field secretary that travels free on planes, trains and taxis — that's always on hand and ready to work: in a sample case, briefcase, medical bag or supply kit; in hip pocket or handbag, glove compartment, desk drawer, bedside or poolside.

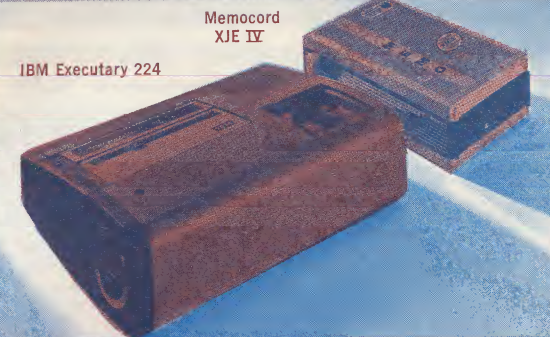
Correspondence
Emergency Reporting
Industrial Journalism
Personal Work
Credit Checks
Audio Purchase Journal
Audit Recorder
Inventory Recorder
Courtroom Recorder



A One-Man Inventory Team that makes stock-taking as easy as counting out loud. Take inventory simply by dictating the number of items or merchandise as you come to it. One man and one MEMOCORD equals two men and a pad and a pencil... at half the wage expense.

Executive Notes
Follow-Up Memos
On-The-Spot Surveillance
Field Reports
Data Gathering
Marketing Surveys
Customer Interviews
Telephone Record
Confidential Abstracting

DECIDE FOR YOURSELF:



If you want the very best, buy the IBM Executary* 224 A GOOD VALUE AT \$425

So what if it's twice as big, almost three times as heavy, over five times as expensive, and you have to stop and replace a 65¢ belt every 10 minutes or so... it is a better machine.

BUT frankly, it may be just *too much* machine for most executives. Our market surveys reveal that this smaller, lighter, and far less costly device better suits the needs of 87% of potential owners. The XJE IV isn't the IBM Executary, of course, but it does have excellent VOICE FIDELITY, your single most important consideration. The MEMOCORD XJE IV operates for one full hour on a reel of inexpensive, infinitely-reusable, readily available magnetic tape. Its size and weight let you carry it anywhere, use it everywhere, so you won't leave it behind. And, lastly, if it is lost or stolen — and it's undeniably a tempting morsel for any discriminating thief! — you won't be staggered with an almost-\$500 loss!

*Reg. T.M.

Business and Professional Men Praise XJE IV...

"We have purchased from you three Memocords XJE IV — they're the ones with a key for continuous recording — for \$79.95 each.

We have been extremely pleased in the use of them and should appreciate your sending to us three more if they are still available. Thank you for your courtesies."

— Mr. Milton Kaplan,
Laurel Planning &
Redevelopment Corp.
Laurel, Md.

"The Memocord just saved me a client! Yes, by 'nailing down' one single vital detail, which otherwise would have been neglected, I was able, I'm sure, to prevent a very costly error. The only trouble with Memocord is that everyone who sees it wants to 'borrow' it. I recently recommended to one of our retail clients that they use Memocord as a handy, inexpensive way to take inventory."

— Mr. Wm. Archenhold,
Flesher Adv. Agency
Denver, Colorado

"Skeptical. That's what I was when I ordered my Memocord. You see, I very seldom order things by mail, and when I occasionally did so in the past, I was not always happy with the merchandise or service received. Not so with Memocord! I am more than pleased with it. Especially surprising to me, is this miniature unit's performance quality. It is unusual to get such good voice reproduction from a machine this small — and at a very modest price."

— Mr. Earl Brenn,
Huntington Laboratories, Inc.
Huntington, Ind.

Leading Firms Use It.

Yellow Cab Co.
Personnel & Safety Div.
245 Turk St.
San Francisco, Calif.

National Dynamics Corp.
220 E. 23rd St.
New York, N.Y.

Permacel
New Brunswick, N.J.

Mercedes-Benz Sales, Inc.
635 South Main St.
South Bend, Ind.

The Maytag Co.,
Newton, Iowa

General Mills, Inc.
9200 Wayzata Blvd.
Minneapolis, Minn.

Kimberly-Clark Corp.
Niagara, Wisc.

E. I. DuPont De Nemours
& Co., Inc.
Seaford, Delaware

National Cash Register Co.
Dayton, Ohio

Allis Chalmers Mfg. Co.
Box 512
Milwaukee, Wisc.

Diamond Crystal Salt Co.
116 So. Riverside
St. Claire, Mich.

Warner Lambert Pharma-
ceutical Co.
201 Tabor Rd.
Morris Plains, N.J.
Pittsburgh Plate Glass Co.
P.O. Box 31
Barborton, Ohio
I.T.T. Bell & Crossett Inc.
9200 N. Austin Ave.
Morton Grove, Ill.

Scott Paper Co.
International Airport
Phila., Pa.

Univac
10924 Ave. "J" East
Grand Prairie, Texas

Celanese Fibers Co.
622 5th Ave.
N.Y.C.

Merck Sharp & Dohme Intl.
100 Church St.
N.Y.C.

The Budd Co.
Automotive Division
12141 Charlevoix Ave.
Detroit, Mich.

Biltmore Construction Co.
1055 Ponce De Leon Blvd.,
Belleair
Clearwater, Fla.

Armco Steel Corp.
P.O. Box 1367
Houston, Texas

SPECIAL PURPOSE ATTACHMENTS:

The XJE IV is the *only* pocket portable, is *completely* self-contained, which requires no external speaker or mike, yet offers a full set of optional auxiliary accessories for any special purpose, thereby multiplying its value to you many times over.



Memocord XJE IV

THREE-YEAR WARRANTY AND SERVICE POLICY

COMPLETE WARRANTY: For period of three years, the MEMOCORD unit is warranted to be free of defective materials and/or workmanship. This warranty includes all components, whether mechanical, electrical or stationary. Furthermore, this MEMOCORD is guaranteed to perform as advertised, in every particular and to the complete satisfaction of owner. In the event MEMOCORD, or any part thereof, or workmanship therein, shall prove defective; or in the event MEMOCORD's performance is inadequate; then, within a period of three years from the date of purchase, the unit will be repaired or replaced (at the seller's option) without charge - provided, however, that the MEMOCORD and accessories shall have been delivered to authorized MEMOCORD Service Center. Warranty does not cover battery damage or damage resulting from accidental or willful misuse.

COMPLETE SERVICE POLICY: In addition to above warranty and for a like period of three years, a registered MEMOCORD owner shall be entitled to complete repair and/or replacement service, without limit and without cost, excepting repairs and/or replacements necessitated by battery leakage, damage in transit, obvious and willful misuse. This service policy also provides for free yearly lubrication, adjustment and overhaul. Unit must be delivered to authorized service centers as directed on reverse side.

EXCLUSIONS: At the option of the seller, any of the above-stated warranties, guarantees and promises may be completely fulfilled by issuance of a CASH REFUND to the registered MEMOCORD owner, evenly pro rated on the basis of three-year warranty period. In the event seller elects to issue this cash refund, he shall be relieved of any and all obligations under the terms of this warranty and service policy.



Richard A. Jasper

NORFOLK-HILL, LTD.



SOLD & SERVICED IN U.S.A. BY
NORFOLK-HILL, LTD.

35 Ninth Avenue
New York, N. Y. 10014



American Home of Austria's Fabulous XJE IV

BUSINESS REPLY MAIL

NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

Postage will be paid by:

NORFOLK-HILL, LTD.

35 9th Avenue

New York, N. Y. 10014

FIRST CLASS

Permit No. 30473

New York, N. Y.

How Many Practical Ways Can the XJE IV Make (or Save) You Money (or Time)?

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Tape interviews and statements on the spot, record dialogs with job applicants for later "side-by-side" comparison on the same reel. Have a permanent record of claims interviews, eye witness accounts, depositions, accident reports, interrogations.



Pocket reminder: not much bigger than a memo pad, the MEMOCORD is a no-trouble way to "write" notes to yourself about myriads of details you can't afford to overlook. Record things as you think of them . . . it's as easy as talking to yourself!

Catch up on your correspondence, anytime, anywhere. MEMOCORD is a vest-pocket dictating machine that can be fed into any office dictation system. With its convenient foot-switch accessory, your typists can transcribe from it directly. Lightweight tape reels can be mailed to the home office with a 5-cent stamp!



"Candid Camera" reaction recorder: find out what customers think of a new product or display by camouflaging the MEMOCORD's supersensitive tiny secret mike accessory where it will pick up all passing comments, completely unnoticed. XJE IV is so adept an "undercover agent" that identical equipment is now in use for surveillance work here and in Europe.



Monitor all telephone transactions, have an indisputable record of verbal commitments made to you on the phone. MEMOCORD's phone monitor accessory simply clamps on . . . records both ends of a phone conversation with equal clarity; has no effect on phone transmission, in fact it's impossible to detect that a call is being taped!



Record seminars and conferences, unnoticed, and without taking notes. Have a complete text-on-tape of the important information imparted by every speaker. MEMOCORD is so compact and easy to use that students will find it's like bringing an extra set of brains to the classroom.



A One-Man Inventory Team that makes stock-taking as easy as counting out loud. Take inventory simply by dictating the number of items or merchandise as you come to it. One man and one MEMOCORD equals two men and a pad and a pencil . . . at half the wage expense.



A first class field secretary that travels free on planes, trains and taxis — that's always on hand and ready to work: in a sample case, briefcase, medical bag or supply kit; in hip pocket or handbag, glove compartment, desk drawer, bedside or poolside.



Be two places at once: solve those meeting conflicts by sending MEMOCORD and an assistant to a meeting you can't attend, have a complete playback at hand at your convenience. Record radio broadcasts, TV audio, too.



Collective bargaining tool: it's an indispensable aid in labor-management negotiations, an inconspicuous witness to every proposal and counter-proposal, an unbiased "observer" which will relate every word said with complete accuracy.

Executive Notes
Follow-Up Memos
On-The-Spot Surveillance
Field Reports
Data Gathering
Marketing Surveys
Customer Interviews
Telephone Record
Confidential Abstracting

Correspondence
Emergency Reporting
Industrial Journalism
Personal Work
Credit Checks
Audio Purchase Journal
Audit Recorder
Inventory Recorder
Courtroom Recorder

Audio Procedural Checklist
Engineering Study
Testimonial Recorder
Programs Salesmen
Medical Records
Counselling Transcripts
Foreign Language Study
"Live" Reporting
Remedial Speech Work

Public Speaking
Employee Training
Sleep-Learning
Noise-Abatement Study
Complaint Register
"Brainstorming" Record
Public Hearings
Social Work
Investigations

15-DAY FREE TRIAL

No-Risk Executive Demonstration Certificate

MEMOCORD sent FREE for fifteen days use and inspection

Mr. Richard A. Jasper, Norfolk-Hill, Ltd.
35 Ninth Ave. New York, N. Y. 10014

Fully Tax Deductible

If purchased for and used primarily in your business or profession.

Optional Accessories

Memocord is completely self-contained! It does *not* require the use of any of these optional accessories. However, for extra convenience and special use you may wish to consider these attachments:

- ☐ #422 Speaker @ \$10.00
- ☐ #423 Telephone Adapter @ 9.00
- ☐ #424 Dual Earphone @ 15.00
- ☐ #426 Foot Control @ 10.00
- ☐ #427 Tiny Secret Microphone @ 20.00
- ☐ #428 Desk Microphone-speaker @ 15.00
- ☐ #429 Patch Cord @ 1.50
- ☐ #430 Tapes @ 3.50
- ☐ #431 Pen Microphone @ 20.00
- ☐ #435 AC Adapter plus pen light batteries @ 20.00
- ☐ #345 Service Policy @ 5.00

IMPORTANT NOTE: Above accessories sent on same 15-day Free Trial as Memocord—BUT PAYMENT COVERING THEIR COST MUST ACCOMPANY ORDER. Immediate Refund Guaranteed, If Not Satisfied.

Write Amount Enclosed



Ship immediately Write How Many complete MEMOCORD XJE IV unit(s) for 15-DAY FREE use, without purchase obligation. If not delighted, we'll simply return the unit(s) in which case, we'll owe nothing, pay nothing. Otherwise, we pay your bill @ \$79.95 (plus shpg.-hndlg.) without delay. Memocord outfit includes tape, reels, batteries, complete instructions, illustrated guide . . . and, *if our order is received within Ten Days*, we also get (1) Private Monitoring Device, (2) Patch Cord and (3) Sensitive Telephone Pickup.

NAME	
<input type="checkbox"/> BUSINESS <input type="checkbox"/> INDIVIDUAL	
ADDRESS	
<input type="checkbox"/> BUSINESS <input type="checkbox"/> INDIVIDUAL	
CITY	STATE
ZIP CODE	
<input type="checkbox"/> CHECK HERE if you wish to pay extra for AIR SHIPMENT.	
Please Print	



CHECK HERE FOR FREE DELIVERY, FREE EXTRAS, FASTER HANDLING!

If you enclose payment now, thus saving us considerable time and bookkeeping costs, we pay all regular shipping, handling and insurance costs. *You* get faster delivery. Also for prompt payment-with-order, you receive, **FREE, Three-Year**


Warranty & Service Policy . . . PLUS THESE FREE EXTRAS: \$10.00 Combination pick-up-speaker unit for conference use; \$10.00 shockproof case. **15-DAY TRIAL** with immediate refund if not satisfied.



CHARGE DINERS' CLUB ACCT. _____

SIGNATURE REQUIRED FOR BILLING

JFF



How to whisper into
your secretary's ear
and still keep her
under your thumb...

Easy! Let me send you, FREE,
this XJE IV Memory Cell!

Yes, with your permission, I shall furnish you with one of these amazing, sub-miniature, solid state "devices" -- a brand new executive demonstrator -- for your own personal "shakedown trial," a full fifteen days during which this self-contained, four-channel voice recorder is yours to have and use and marvel at. It's FREE, of course! Send no money; incur no obligation to buy. If not delighted, simply return at my expense. (But you need not return the recorded tape itself, which you may keep with my compliments.)

This unheard-of executive offer is being made, by written invitation only, to you and relatively small numbers of other qualified management men.

The XJE IV Memory Cell is a genuine Memocord instrument, engineered and manufactured at the famed Viktor Stuzzi Radio-technische Fabrik in Vienna, Austria. Although it is completely self-contained for instant personal voice recording, you also receive a private listening device and sensitive telephone monitor that re-



cords both ends of the con-
 versation with equal clarity.
 The price, if you decide to
 buy, is only \$79.95, plus
 small pstg.-hndlg.

LET ME REASSURE YOU: This XJE IV is the celebrated and original pocket recorder ... it is the sub-miniature unit you've read about in leading news-magazines, heard about via the executive grapevine ... it is the only machine of its kind! Frankly, a large percentage of Memocord production has gone to satisfy the remarkable demand of the top-echelon European community. Among highly placed continental executives, being among the first to own an XJE IV has, indeed, been a goal in itself -- that is, this tiny little electronic device has become a prized status symbol in the European version of executive suite oneupmanship. Yet, to whatever extent the XJE IV has become a sought-after "gadget of status" so is it an immensely useful, valuable, productive executive tool.

Barely larger than a deck of cards, XJE IV is a small wonder that packs recorder, microphone and speaker in one compact, completely self-contained unit that weighs barely 12 ounces. You speak into it to record (push the red button) and you listen to it to play back (push the white one) and that's all there is to it ... two pushbuttons! No tangle of wires, no prongs or plugs, no fussing with speaker or microphone attachments to delay your thoughts or attract attention. No bothersome tape changing either: you can record up to an hour on a single reel. A step-by-step instruction booklet comes with each MEMOCORD ... to help you put it right to work.

It's easy to see why so many busy men claim that the MEMOCORD XJE IV is just about the greatest time and work saver they've ever seen. It does everything larger voice recorders do ... and more. With MEMOCORD, you don't need to wait for your stenographer ... you don't waste your valuable time preparing lengthy reports and memoranda ... you never again depend on hand-written notes of telephone conversations. MEMOCORD XJE IV puts it all on tape, assuring you of a 100% accurate record of what was said and by whom ... even such important subtleties as the tone in which it was said.

The XJE IV is the last word in convenience, too. It goes where you go, ready for action in an instant. It's your dependable but unobtrusive assistant at every business conference and luncheon meeting. Slip it into your attache case when you take

work home at night. Carry it with you on business trips and make use of it enroute (the Federal Aviation Agency permits MEMOCORD's use in aircraft). You get the same excellent results with MEMOCORD wherever you use it. It's the first completely mobile executive recorder.

The MEMOCORD XJE **IV** operates on two standard batteries, so you never need worry about electrical wires and outlets. It's built to take hard use without damage ... no need to handle it like a china teacup.

Just glance at the enclosed circular ... you'll see what MEMOCORD looks like, how it operates, and the many jobs it can do for you.

YOU CAN TEST THE XJE **IV** COMPLETELY AT OUR EXPENSE ...

Your 15-day trial will persuade you, I think, that the MEMOCORD XJE **IV** is a product of exceptional quality and a very good buy at only \$79.95 plus small pstg.-hndlg. (no extras). That's



Shown Actual Size:
3" by 4½" by 1½"
weighs less than 12 oz.

Tax deductible if purchased
primarily for business
or professional use.

Completely self-contained: no
external microphone or speaker
needed.

why I don't ask you to buy MEMOCORD, without giving it an extended tryout on the job. The new XJE IV will come to you in its attractive carrying case, and I urge you to compare with any recorder -- however big and expensive -- for audio quality, ease of operation and convenience in use. And, if you don't agree that XJE IV wins the comparison hands down, don't buy it. Just return it to us and put the matter out of your mind..

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If you will simply return the enclosed "Executive Demonstration Certificate" I'll send you a brand new XJE IV promptly for your FREE 15-day trial (no purchase obligation whatever). Why not start whispering into her ear. Now!

Sincerely yours,

Richard A. Jasper

Richard A. Jasper
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